

ABSTRACT

Systems and methods are provided wherein a subsidy offer, associated with a benefit from a subsidy provider, is provided to a customer through a customer device, such as by providing the subsidy offer through the customer's personal digital assistant. The subsidy offer is determined, and information associated with the subsidy offer is transmitted to be stored on the customer device. The customer device may output the subsidy offer to the customer, for example, when the customer indicates an interest in purchasing an item in accordance with a customer rule. The customer device may also output a redemption code that enables the customer to receive the benefit.